

CLAIMS

WE CLAIM:

1. A method of promoting a recording comprising:
 - creating a rough mix of the recordings;
 - digitizing said rough mix; and
 - inputting said digitized rough mix to a web site.
2. The method of Claim 1, further comprising:
 - accessing said web site so as to download said digitized rough mix.
3. The method of Claim 2, further comprising:
 - ordering the recording subsequent to said step of accessing.
4. The method of Claim 3, said step of ordering comprising:
 - accessing said web site so as to enter an order for the recording.
5. The method of Claim 3, said step of ordering comprising:
 - accessing an on-line retailer; and
 - ordering said recording from said on-line retailer.
6. The method of Claim 2, further comprising:
 - pre-ordering the recording subsequent to step of accessing and prior to the completion of the recording.
7. The method of Claim 6, said step of pre-ordering being from a record company.
8. The method of Claim 1, further comprising:
 - storing a plurality of said rough mixes interactively at said web site.
9. The method of Claim 1, said rough mix being an in-session rough mix.

10. The method of Claim 1, said rough mix comprising a plurality of tracks recorded during a selected period of time.
11. The method of Claim 2, said step of accessing comprising:
paying a fee during said step of accessing prior to downloading said rough mix.
12. The method of Claim 1, said step of creating the rough mix comprising:
creating a radio program having said rough mix therein.
13. The method of Claim 12, further comprising:
announcing a password during said radio program, said password being identifiable to an origin of said radio program.
14. The method of Claim 13, further comprising:
accessing said web site with said password so as to download said rough mix from said radio program.
15. The method of Claim 1, said step of creating a rough mix comprising:
creating a television program having said rough mix therein.
16. The method of Claim 15, further comprising:
announcing a password during said television program, said password being identifiable to an origin of said television program.
17. The method of Claim 13, further comprising:
accessing said web site with said password so as to download said rough mix from said television program.
18. The method of Claim 1, said rough mix comprising comments and images and music.

19. The method of Claim 1, further comprising:

forming a directory on said web site of resources for obtaining the recording.

20. The method of Claim 1, the recording being a product of a record company, the method further comprising:

accessing said web site so as to download said rough mix; and

ordering said recording from said record company.